Amendments to the Claims:

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended)   A method for automatically inserting hyperlinks into a webpage ~~c;ontaining~~ containing text, the method comprising ~~the steps of~~:

(1)   comparing the text to ~~one or more~~ at least one character ~~strings~~ string contained in a database ~~in order~~ to identify specific character strings from the database that appear in the text, wherein each of the character strings has an associated hyperlink that is also contained in the database; ~~and~~

(2)   for each of the identified character strings contained in the text, inserting the associated hyperlink into the webpage; and,

automatically determining a topic of the text, wherein the character strings are automatically selected from the database based upon the topic.

2.   (Currently Amended)   The method of claim 1 wherein the text comprises ~~contennt~~ content of a newsgroup article.

3.   (Currently Amended)   The method of claim 1 wherein the hyperlinks are inserted into the ~~test~~ text of the webpage.

:

4.   (Currently Amended)   The method of claim 3 wherein ~~the step of~~ inserting the ~~assoiated~~ associated hyperlink further comprises ~~the step of~~ reconfiguring computer code used to form the webpage such that the identified character strings change appearance, ~~and the user may select~~ and the associated hyperlink is selectable by a user that selects and clicks ~~mousing clicking on~~ the identified character strings.

5.   (Currently Amended) The method of claim 1 further comprising ~~the step of~~ ~~providing a designation for~~ designating a name for a product, communicating the name of the product to ~~producers~~ a producer of the text, and ~~wherein the database includes~~ ~~the designation~~ storing the name of the product as one of the character strings in the database.

6.   (Canceled)   ~~The method of claim 1 further comprising the step of determining a general topic of the text, wherein the character strings contained in the database are selected based upon the topic.~~

7. (Currently Amended) The method of claim 1 wherein only the first occurrence in the text of ~~any~~ the character string is hyperlinked.

8. (Canceled) ~~A method for directing a user to a particular website, the method comprising the steps of:~~

> ~~(1) identifying said website in a news group article by searching character strings in said article and identifying predefined character strings as corresponding to said website.~~
>
> ~~(2) adding a hyperlink to the website into a newsgroup article;~~
>
> ~~(3) displaying the newsgroup article including the hyperlink;~~
>
> ~~(4) accepting an input from the user to select the hyperlink; and~~
>
> ~~(5) redirecting the user to the webpage.~~

9. (Currently Amended) A system for automatically inserting relevant hyperlinks into ~~the~~ text contained in a file, the system comprising:

> ~~loading~~ a first means to receive the text;
>
> ~~comparison~~ a second means to determine if a character string ~~from~~ that is stored in a database appears in the text, wherein the database ~~character~~ further contains a hyperlink that is associated with the character string; and

insertion a third means for placing inserting the hyperlink into the

webpage text if the character string appears in the text.

a fourth means for automatically determining a topic of the text, wherein

the character string is automatically selected from the database based upon the

topic.